

REP HEADLINE# 6401780 REP: TEL# 215-564-1206 FAX# 215 564 1103
*** ORIGINAL REV#0 *** CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV1/12 11.53
*** WPXI-TV ***

ADV # 17162 ADV. NAME ISS/RNC REP. # OFF. # 18 SALESMAN #
AGY # 02711 AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME NMRPP MEDIAASSISTANT
815 SLATERS LANE SALES PRSN WA- CHERYL BLAIR
ALEXANDRIA, VA 22314

ORDER # 339613 CONTRACT # 6401780 CLASS: NATL. LOCAL REGIONAL
PRDCT RNC 11/1 EST#3548 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES NOV1/12 NOV6/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV1/12 11.53

REP: TO SUSIE/JEN
FR LINDSEY FOR CHERYL
NEW ORDER
TTLS \$179,650
PELASE CONFIRM, THANKS!

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

[Handwritten signature]

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	1000A-1100A		30			\$850.00	11/2	11/2	1		FRI	1
PROGRAM : ELLEN CON COM1: ELLEN												
2	1135P-1235A		30			\$2,000.00	11/2	11/2	1		FRI	1
PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<												

AGENCY ADVERTISER CODE = 20
AGENCY PRODUCT CODE = 503
AGENCY EST# = 3548

2

2

REP: TEL# 215-564-1206 FAX# 215 564 1103

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET HARRIS REPORT FROM REP

REP HEADLINE# 6401780
*** ORIGINAL REV#0 ***

NOV1/12 11.53
*** WPXI-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
3			430A-459A PROGRAM : CH11 NWS-430AM< CON COM1: CH11 NWS-430AM<	30	2	\$300.00	11/2	11/2	1		FRI	1
4			500A-530A PROGRAM : CH 11 NWS-5AM CON COM1: CH 11 NWS-5AM	30	2	\$850.00	11/2	11/2	1		FRI	1
5			500P-530P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30	2	\$2,500.00	11/2	11/2	1		FRI	1
6			530A-600A PROGRAM : CH 11NWS-530AM CON COM1: CH 11NWS-530AM	30	2	\$1,150.00	11/2	11/2	1		FRI	1
7			530P-600P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30	2	\$2,500.00	11/2	11/2	1		FRI	1
8			600P-630P PROGRAM : CH 11 NWS-6PM CON COM1: CH 11 NWS-6PM	30	2	\$3,000.00	11/2	11/2	1		FRI	1
9			600A-700A PROGRAM : CH 11 NWS-6AM CON COM1: CH 11 NWS-6AM	30	2	\$1,700.00	11/2	11/2	1		FRI	1
10			700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30	2	\$7,500.00	11/2	11/2	1		FRI	1
11			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30	2	\$1,600.00	11/2	11/2	1		FRI	1

REP HEADLINE# 6401780

*** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

FAX# 215 564 1103

HARRIS REPORT FROM REP

NOV1/12 11.53
*** WPXI-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS:
12			730P-800P PROGRAM : WHEEL-FORTNE< CON COM1: WHEEL-FORTNE<	30		\$7,500.00	11/2	11/2	1		FRI	1
13			1000A-1100A PROGRAM : ELLEN CON COM1: ELLEN	30		\$850.00	11/5	11/5	1		MON	1
14			1135P-1235A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$2,000.00	11/5	11/5	1		MON	1
15			430A-459A PROGRAM : CH11 NWS-430AM< CON COM1: CH11 NWS-430AM<	30		\$300.00	11/5	11/5	1		MON	1
16			500A-530A PROGRAM : CH 11 NWS-5AM CON COM1: CH 11 NWS-5AM	30		\$850.00	11/5	11/5	1		MON	1
17			500P-530P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30		\$2,500.00	11/5	11/5	1		MON	1
18			530A-600A PROGRAM : CH 11NWS-530AM CON COM1: CH 11NWS-530AM	30		\$1,150.00	11/5	11/5	1		MON	1
19			530P-600P PROGRAM : FIRST AT 5 CON COM1: FIRST AT 5	30		\$2,500.00	11/5	11/5	1		MON	1
20			600P-630P PROGRAM : CH 11 NWS-6PM CON COM1: CH 11 NWS-6PM	30		\$3,000.00	11/5	11/5	1		MON	1

REP HEADLINE# 6401780
*** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

NOV1/12 11.53
*** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			600A-700A PROGRAM : CH 11 NWS-6AM CON COM1: CH 11 NWS-6AM	30	2	\$1,700.00	11/5	11/5	1		MON	1
22			700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30	2	\$7,500.00	11/5	11/5	1		MON	1
23			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30	2	\$1,600.00	11/5	11/5	1		MON	1
24			730P-800P PROGRAM : WHEEL-FORTNE< CON COM1: WHEEL-FORTNE<	30	2	\$7,500.00	11/5	11/5	1		MON	1
25			1130P-100A PROGRAM : SAT NITE LIVE CON COM1: SAT NITE LIVE	30	2	\$4,000.00	11/3	11/3	1		SAT	1
26			330P-700P PROGRAM : NCAAF: PITT VS ND CON COM1: NCAAF: PITT VS ND	30	4	10,000.00	11/3	11/3	3		SAT	3
27			600A-800A PROGRAM : CH11NW ERLY-AM/CH11 NWS SA AM CON COM1: CH11NW ERLY-AM/CH11 NWS SA AM	30	2	\$700.00	11/3	11/3	1		SAT	1
28			700P-730P PROGRAM : JEOPARDY-WKND CON COM1: JEOPARDY-WKND	30	3	\$1,000.00	11/3	11/3	1		SAT	1
29			800A-1030A PROGRAM : CH11 NWS SA AM< CON COM1: CH11 NWS SA AM<	30	2	\$800.00	11/3	11/3	1		SAT	1

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
30			530A-800A	30		\$700.00	11/4	11/4	1		SUN	1
PROGRAM : SUN MRN NWS												
CON COM1: SUN MRN NWS												
31			600P-630P	30		\$2,500.00	11/4	11/4	1		SUN	1
PROGRAM : CH 11 NWS-6PM												
CON COM1: CH 11 NWS-6PM												
32			800A-1000A	30		\$800.00	11/4	11/4	2		SUN	2
PROGRAM : CH 11 NWS SU AM												
CON COM1: CH 11 NWS SU AM												
33			830P-1130P	30		22000.00	11/4	11/4	2		SUN	2
PROGRAM : NFL: DAL@ATL												
CON COM1: NFL: DAL@ATL												
34			1135P-1235A	30		\$2,000.00	11/1	11/1	1		THU	1
PROGRAM : TONITE SHW-NBC<												
CON COM1: TONITE SHW-NBC<												
35			500P-530P	30		\$2,500.00	11/1	11/1	1		THU	1
PROGRAM : FIRST AT 5												
CON COM1: FIRST AT 5												
36			530P-600P	30		\$2,500.00	11/1	11/1	1		THU	1
PROGRAM : FIRST AT 5												
CON COM1: FIRST AT 5												
37			600P-630P	30		\$3,000.00	11/1	11/1	1		THU	1
PROGRAM : CH 11 NWS-6PM												
CON COM1: CH 11 NWS-6PM												
38			700P-730P	30		\$7,500.00	11/1	11/1	1		THU	1
PROGRAM : JEOPARDY												
CON COM1: JEOPARDY												

See back p52

REP HEADLINE# 6401780
 *** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET

FAX# 215 564 1103

HARRIS REPORT FROM REP

NOV1/12 11.53
 *** WPXI-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
39			730P-800P	30		\$7,500.00	11/1	11/1	1		THU	1
			PROGRAM : WHEEL-FORTNE<									
			CON COM1: WHEEL-FORTNE<									
40			1000A-1100A	30	2	\$850.00	11/6	11/6	1		TUE	1
			PROGRAM : ELLEN									
			CON COM1: ELLEN									
41			430A-459A	30	2	\$300.00	11/6	11/6	1		TUE	1
			PROGRAM : CH11 NWS-430AM<									
			CON COM1: CH11 NWS-430AM<									
42			500A-530A	30	2	\$850.00	11/6	11/6	1		TUE	1
			PROGRAM : CH 11 NWS-5AM									
			CON COM1: CH 11 NWS-5AM									
43			530A-600A	30	2	\$1,150.00	11/6	11/6	1		TUE	1
			PROGRAM : CH 11NWS-530AM									
			CON COM1: CH 11NWS-530AM									
44			600A-700A	30	2	\$1,700.00	11/6	11/6	1		TUE	1
			PROGRAM : CH 11 NWS-6AM									
			CON COM1: CH 11 NWS-6AM									
45			700A-900A	30	2	\$1,600.00	11/6	11/6	1		TUE	1
			PROGRAM : TODAY SHW									
			CON COM1: TODAY SHW									
NOV/12 179650.00												
CONTRACT TOTAL											179650.00	
TOTAL SPOTS											49	

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI
 DEMOS- RA35+*

Handwritten signature